

APPROVED	O. G. FIG.	
DY	CLASS	SUBCLASS
DRAFTSMAN		

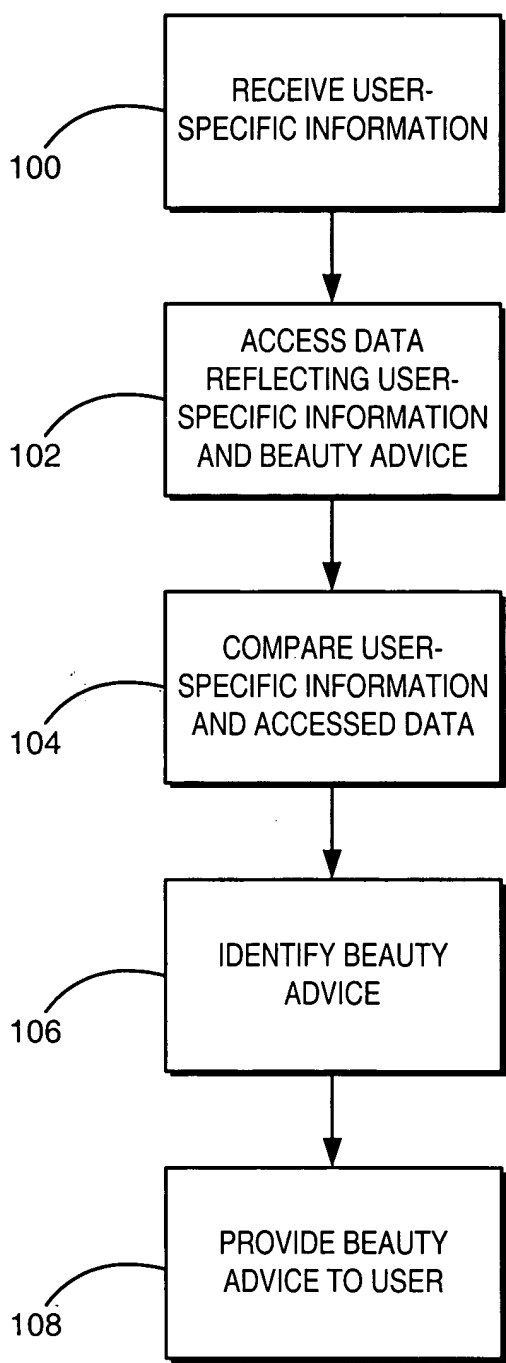


FIG. 1A

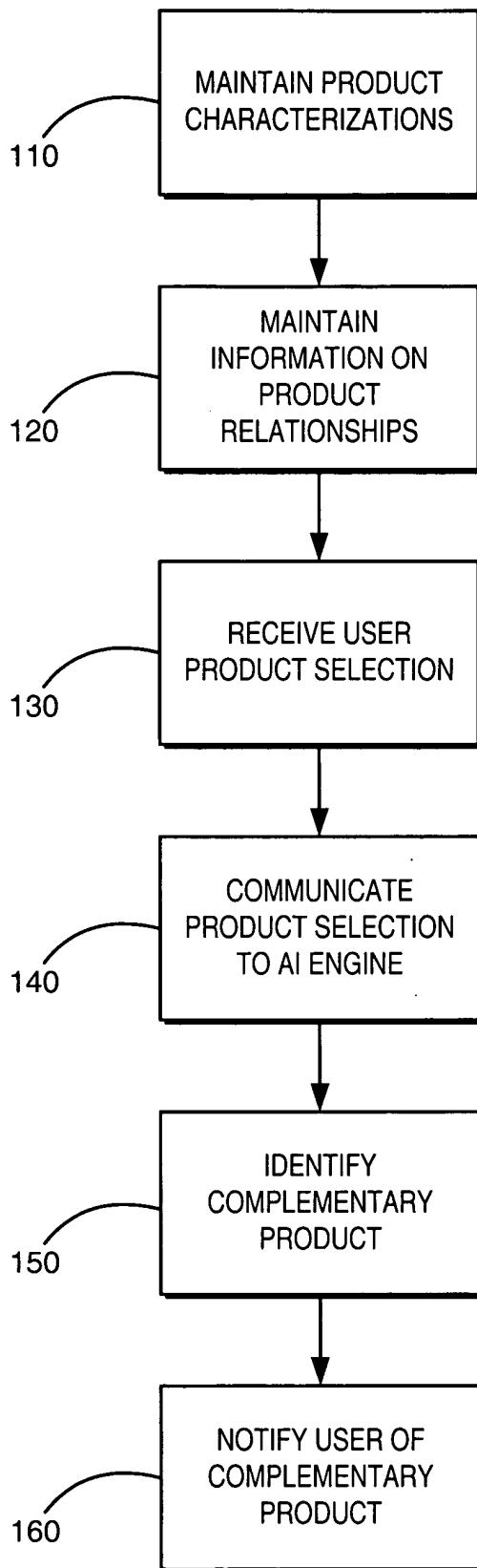


FIG. 1B

APPROVED	C.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

PERSONAL BEAUTY CONSULTANT

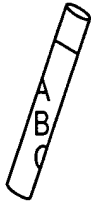
YOU HAVE SELECTED ABC'S RUBY RED LIPSTICK. BASED ON YOUR CONFIDENTIAL PERSONAL PROFILE, OUR COMPUTERIZED BEAUTY ASSISTANT HAS IDENTIFIED THE FOLLOWING COMPLEMENTARY PRODUCTS UNIQUELY CUSTOMIZED TO YOU!



ABC CREAM CONCEALED \$28.44

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

BUY NOW

LEARN MORE



ABC HOT EYES EYESHADOW \$16.62

BUY NOW

LEARN MORE

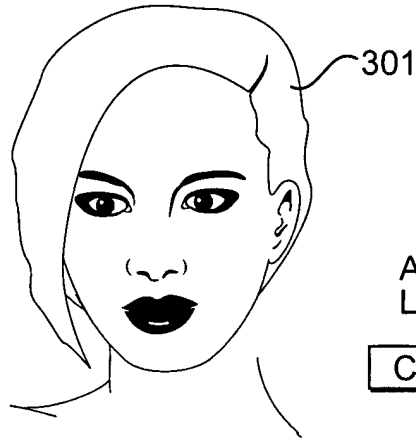
BACK

HOME

FIG. 2

PERSONAL CONSULTANT

YOUR SELECTION OF ABC'S RUBY RED LIPSTICK IS
DISPLAYED BELOW. CLICK ON A PERSONOLIZED PRODUCT
SELECTION TO SEE HOW RUBY RED LIPSTICK WILL LOOK
WITH COMPLEMENTARY PRODUCTS!



ABC RUBY RED
LIPSTICK

CHANGE LIPSTICK

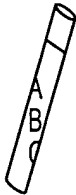


ABC CREAM CONCEALER \$28.44

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC FIRE LIPLINER \$18.23

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC HYPER MASCARA \$14.94

APPLY TO IMAGE

BUY NOW

LEARN MORE



ABC HOT EYES EYESHADOW \$16.62

APPLY TO IMAGE

BUY NOW

LEARN MORE

FIG. 3

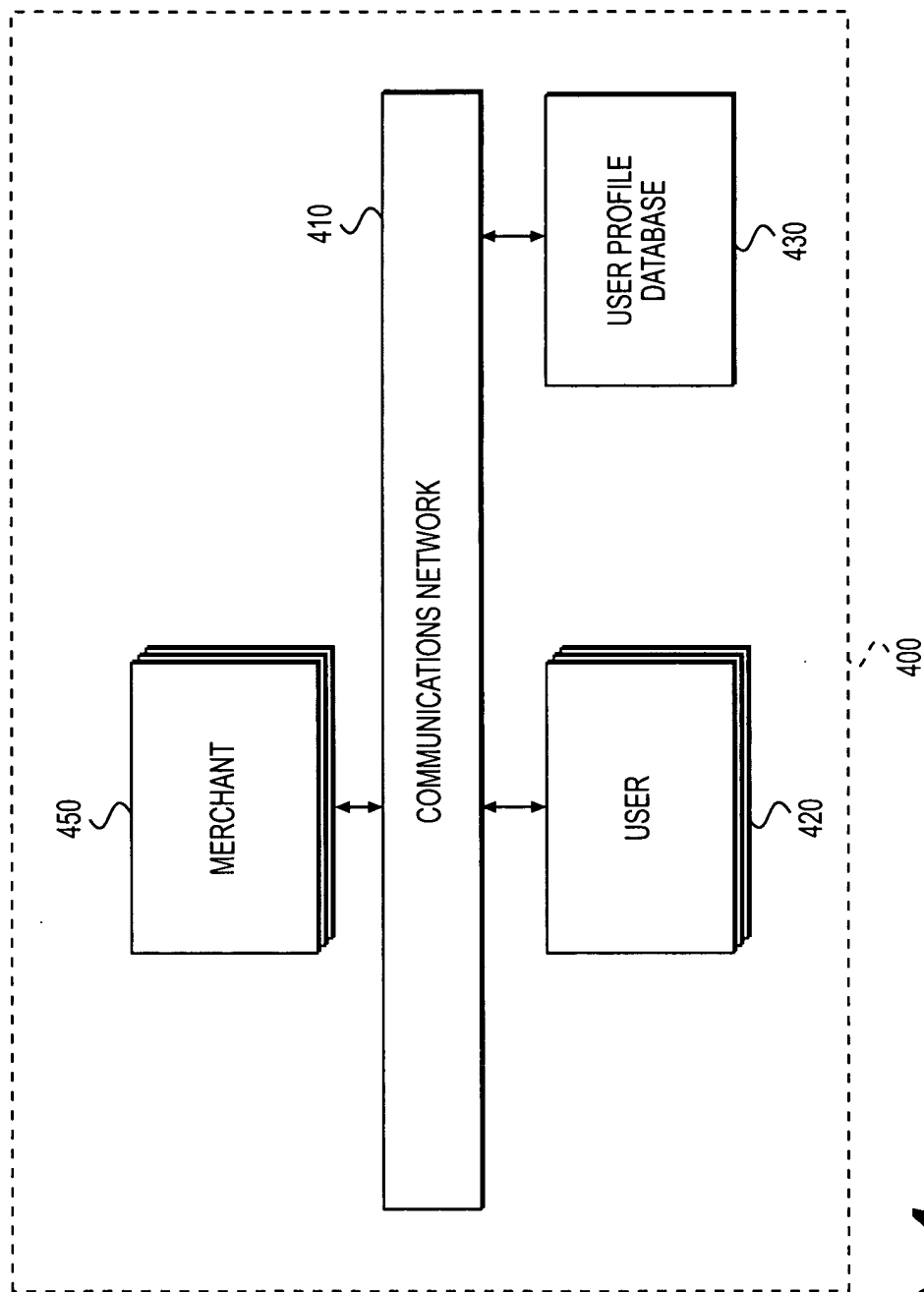


FIG. 4

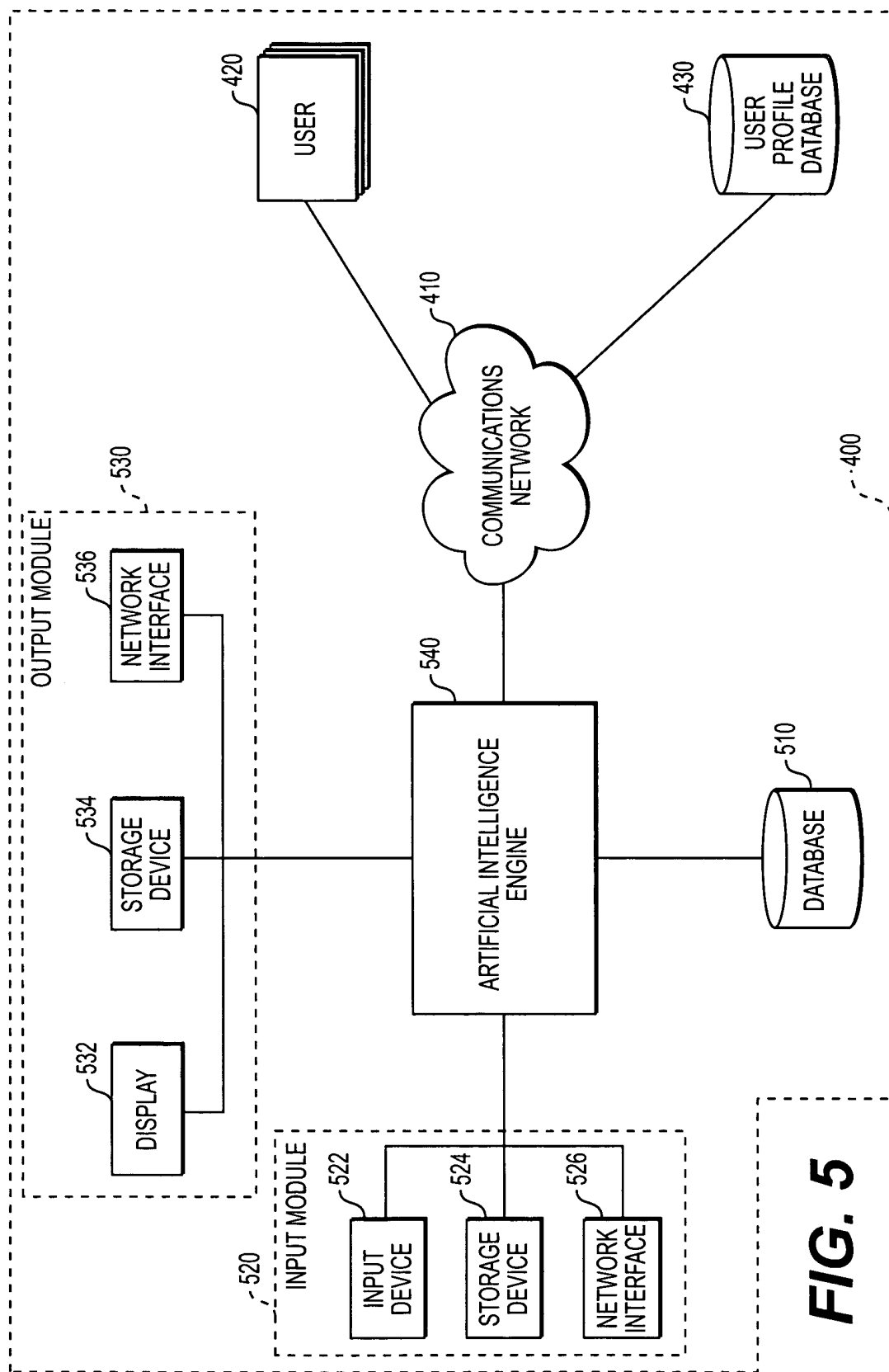


FIG. 5

3434200

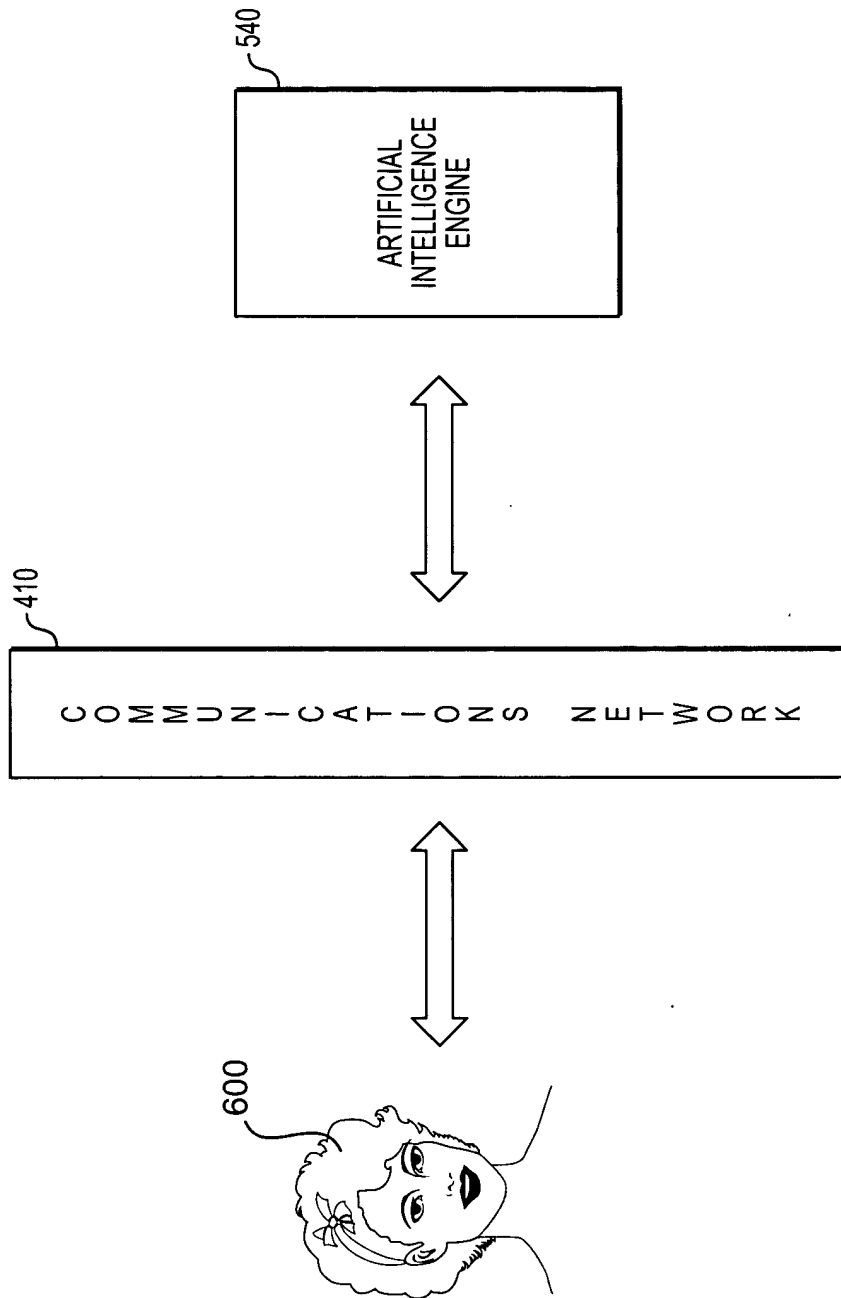


FIG. 6

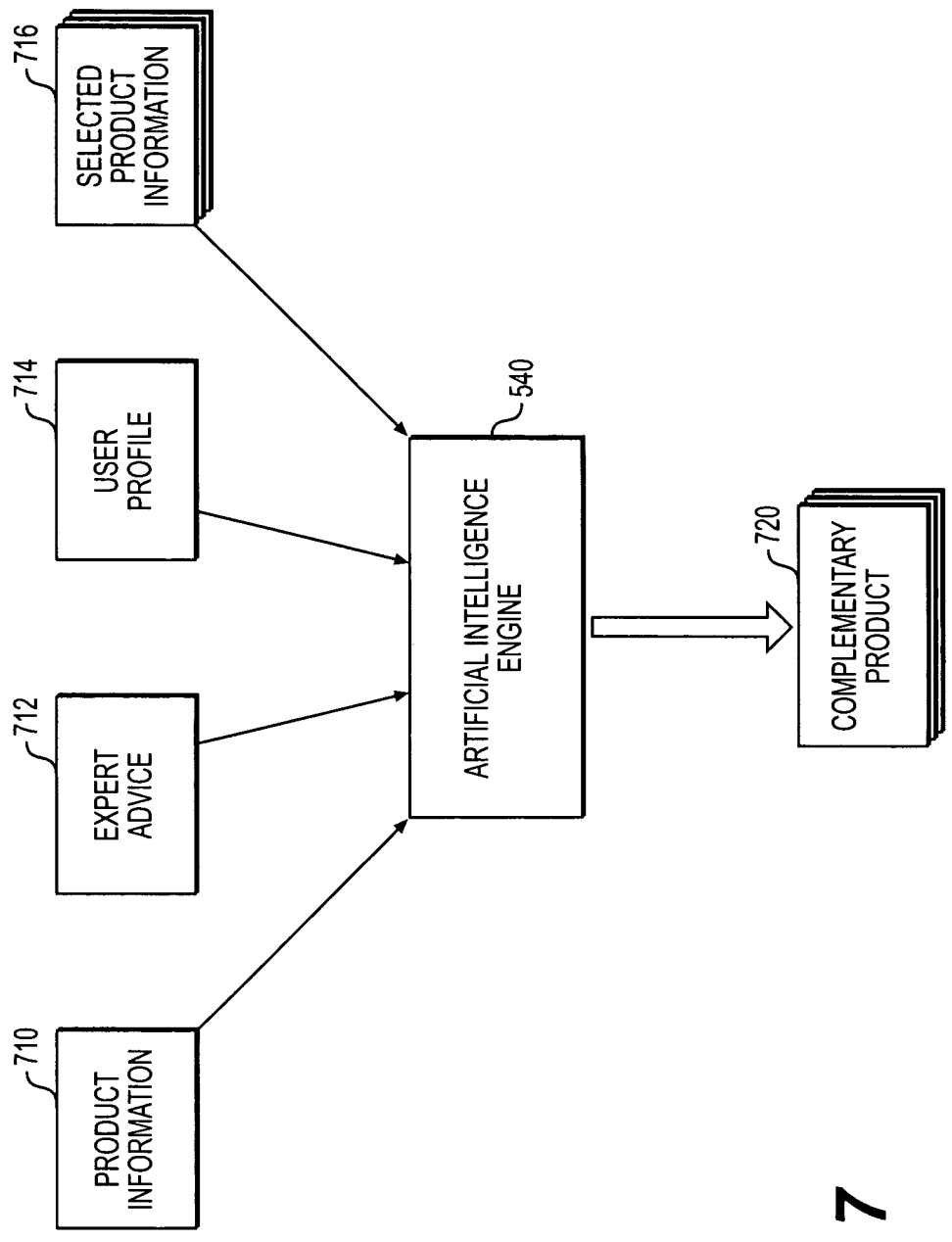


FIG. 7

PRODUCT INFORMATION

PRODUCT A

TYPE (SKINCARE, MAKEUP, HAIRCARE,) ACCESSORIES, APPAREL, ...

MAKEUP (LIPSTICK, FOUNDATION, EYE SHADOW, ...)

COLOR (RED, RUST, BROWN, PURPLE, ...)

COMPATIBLE SKIN TYPE (DRY, OILY, COMBINATION, ...)

COMPATIBLE SKIN TONE (LIGHT, MEDIUM, DARK, ...)

COMPATIBLE EYE COLOR (BLUE, GREEN, BROWN, ...)

COMPATIBLE HAIR COLOR (BLOND, BROWN, BLACK, ...)

•

•

•

INTER-COSMETIC COMPATIBILITY (PRODUCT E,F,G, ...)

NON-COSMETIC COMPATIBILITY (PRODUCT X,Y, Z,...)

•

•

•

PRODUCT Z

FIG. 8

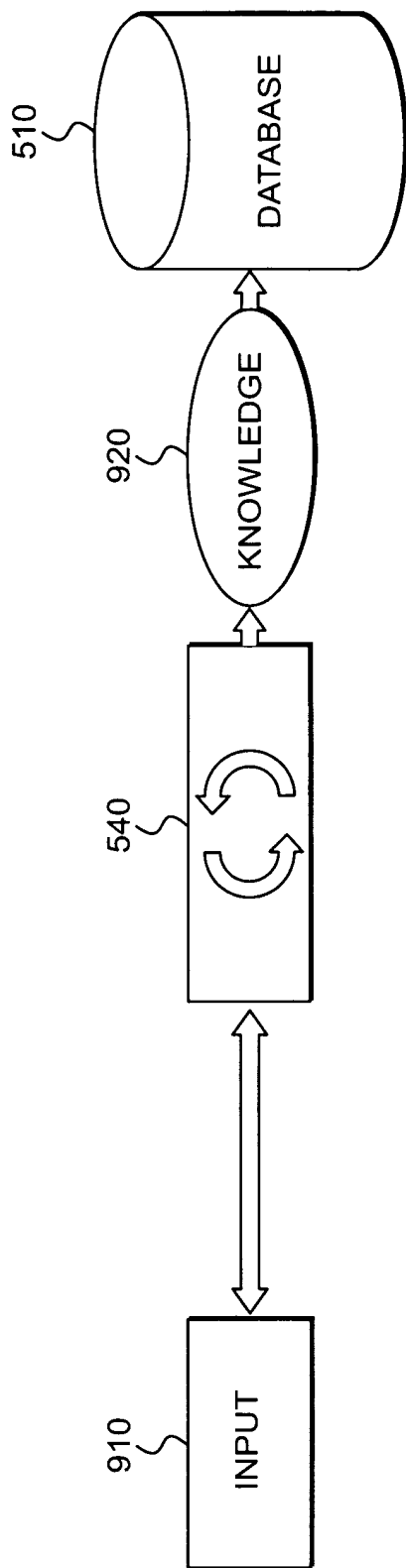


FIG. 9

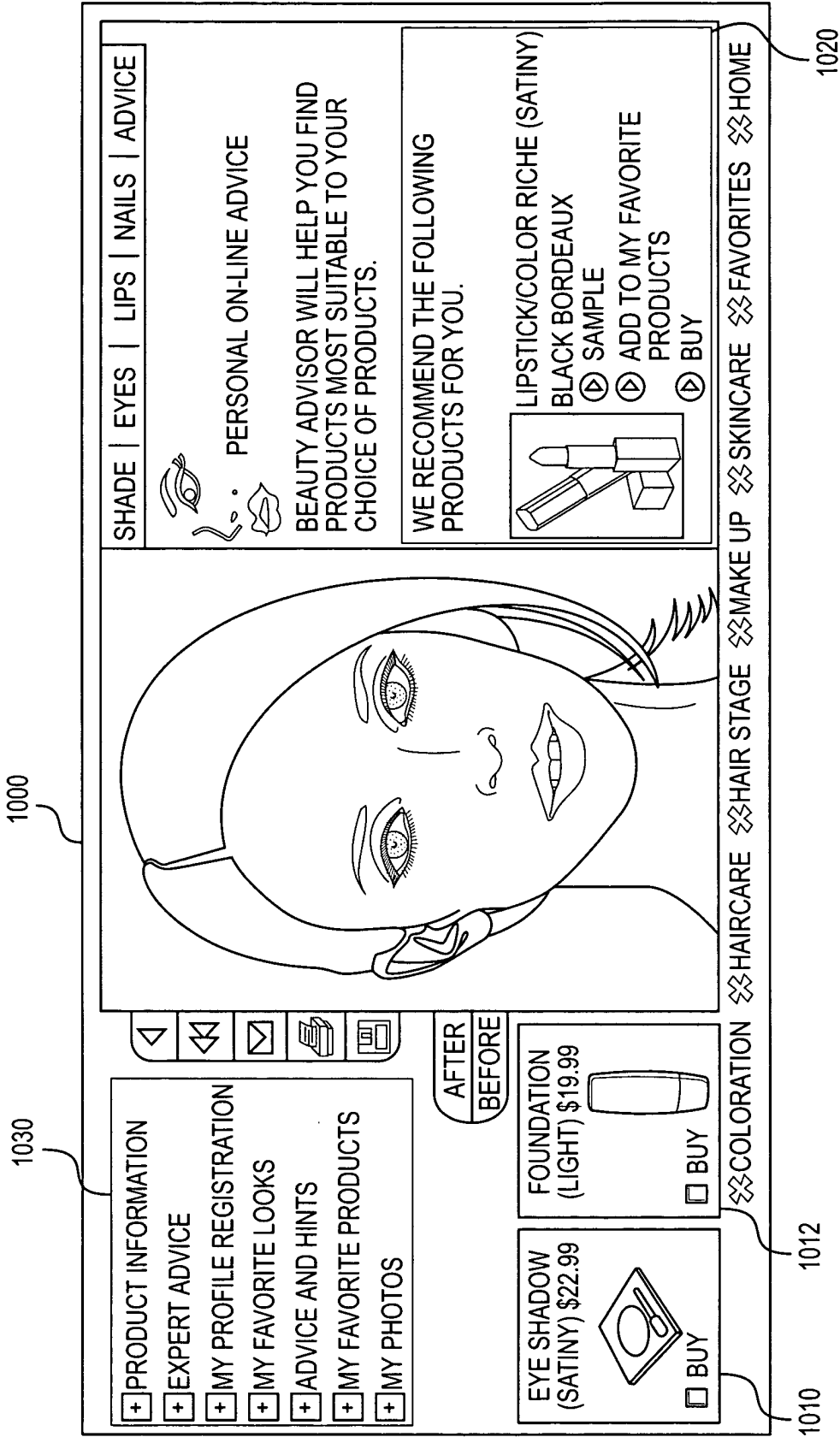


FIG. 10

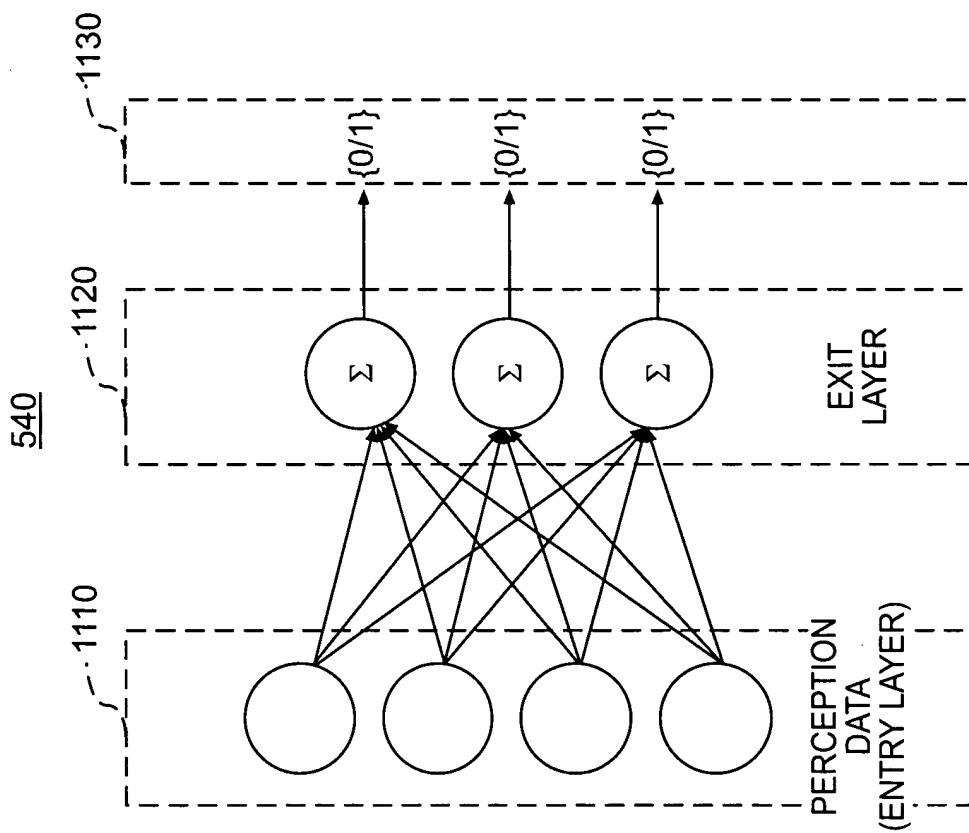


FIG. 11

540

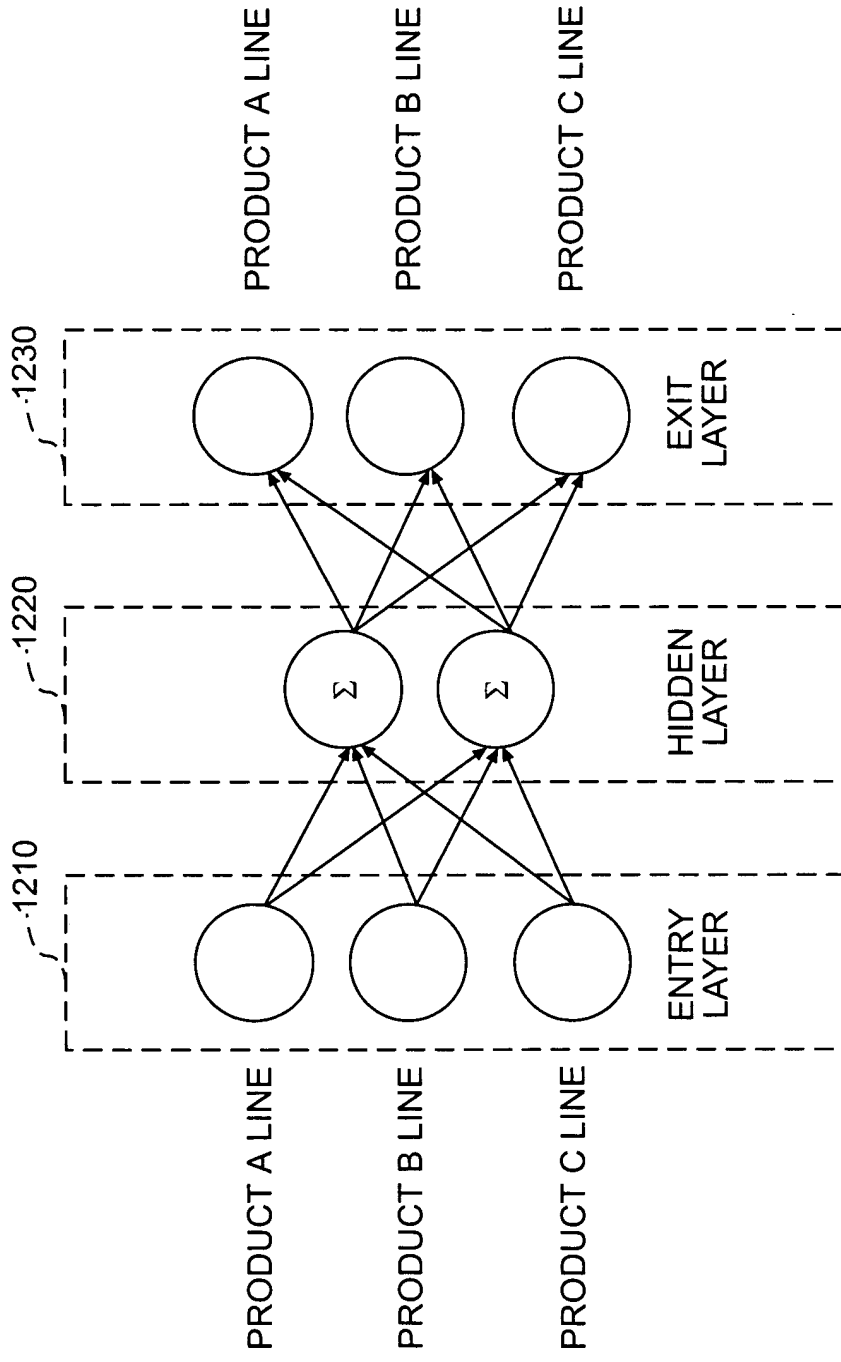


FIG. 12

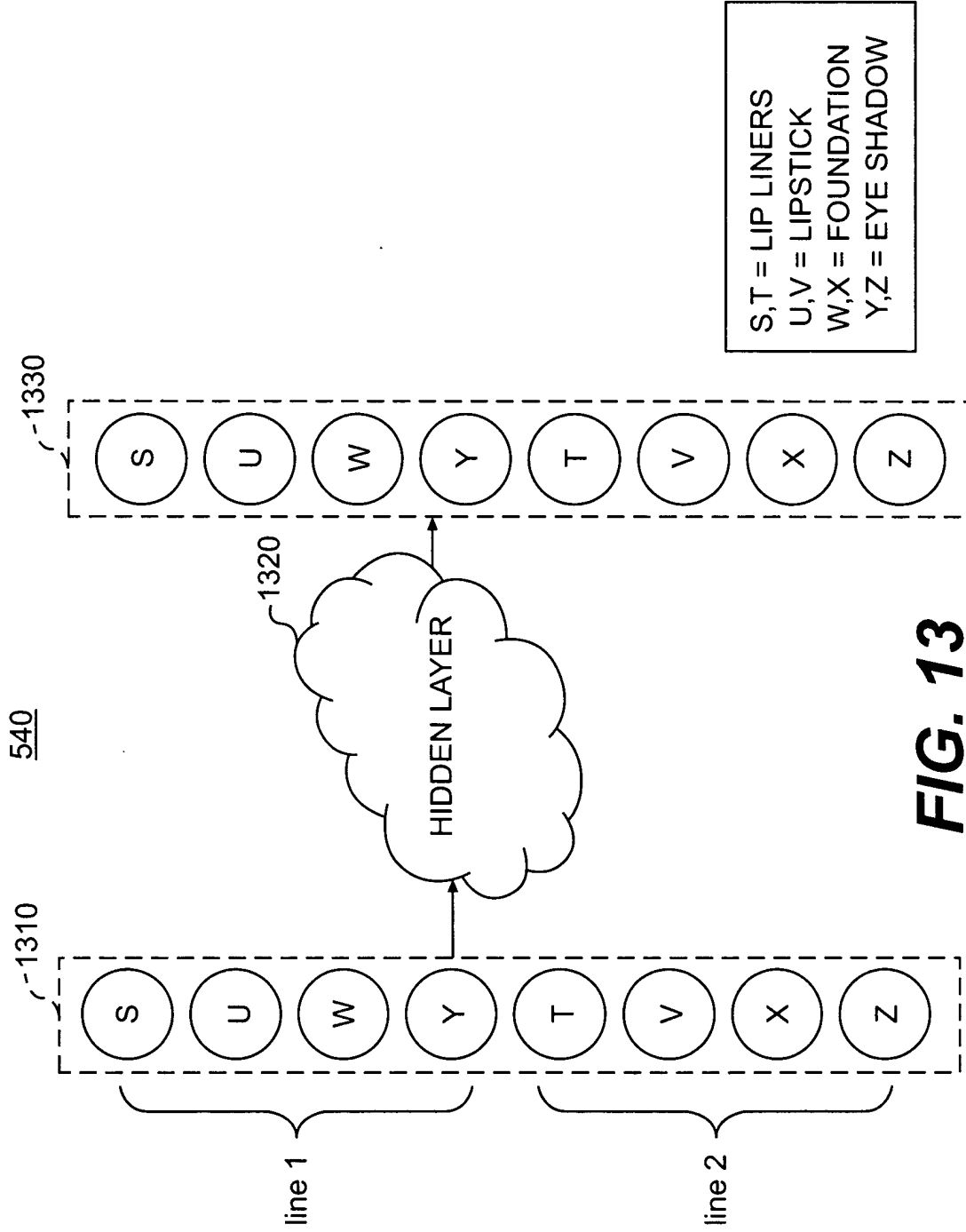
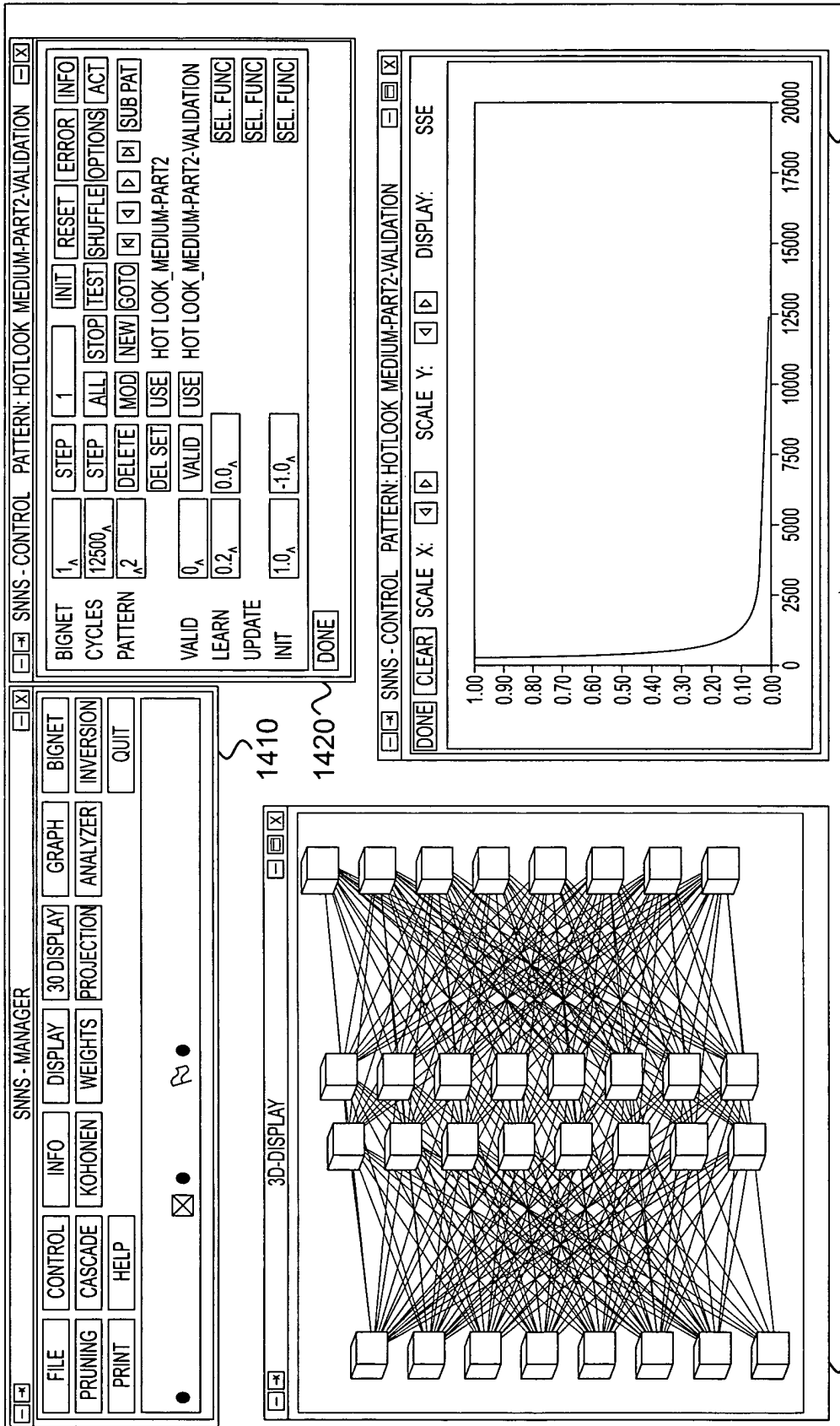


FIG. 13



APPROVED	C. G. FIG.
BY	CLASS/SUBCLASS
CH. 175W	

712

EXPERT ADVICE

PRODUCT RELATIONSHIP

TREATMENT FOR CONDITION

-
-
-

COLOR COMPATIBILITY

FIG. 15

USER PROFILE

GENERAL

NAME

AGE UNDER ☐ 15-19 ☐ 20-24 ☐ 25-29... ☐ 75-79 ☐ 80+

☐☐☐☐☐☐☐☐☐☐

BODY CONDITIONS

SKIN TYPE ☐ DRY ☐ COMBINATION ☐ OILY ☐ VERY OILY

SKIN TEXTURE

SKIN TONE ☐ LIGHT... ☐ DARK ☐ CHOOSE FROM COLOR PALETTE

WRINKLES

HAIR COLOR ☐ BLOND ☐ BROWN... ☐ RED ☐ BLACK ☐ CHOOSE FROM COLOR PALETTE

HAIR STYLE ☐ VERY SHORT ☐ SHOULDER LENGTH... ☐ VERY LONG

HAIR CONDITION ☐ DRY ☐ OILY... ☐ PERMED ☐ DRY

EYE COLOR ☐ BLUE ☐ BROWN... ☐ HAZEL ☐ CHOOSE FROM COLOR PALETTE

FACIAL SHAPE ☐ ROUND ☐ OVAL... ☐ SQUARE

...

SPECIAL CONDITIONS ☐ ALLERGY... ☐ OTHERS

DEMOGRAPHICS

REGION ☐ EAST COAST... ☐ WEST COAST

CLIMATE ☐ HOT ☐ HUMID ☐ DRY ☐ SUNNY

...

LIFESTYLE ☐ ACTIVE ☐ OUTDOORS ☐ SPORTS... ☐ SEDENTARY

PREFERENCES

COSMETIC COLOR (HAIR, LIPSTICK, ... BLUSH)

APPAREL COLOR (TOP, ... SKIRT)

ACCESSORY TYPES (EARRINGS, ... NECKLACE)

PRODUCT TYPES (SKINCARE, MAKE-UP,...)

...

PREFERRED BRANDS (LANCOME, L'ORÉAL, ...)

FIG. 16

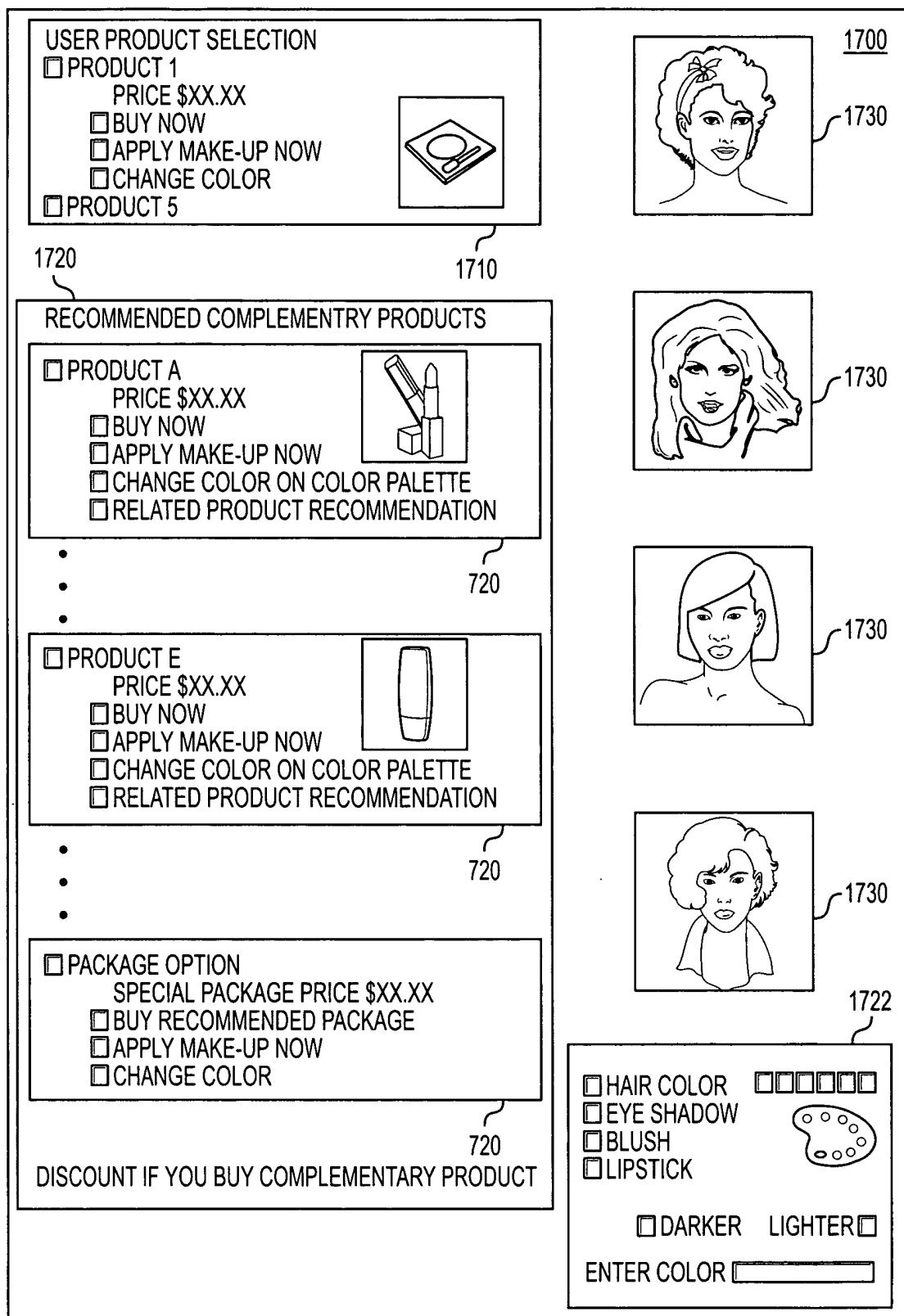


FIG. 17

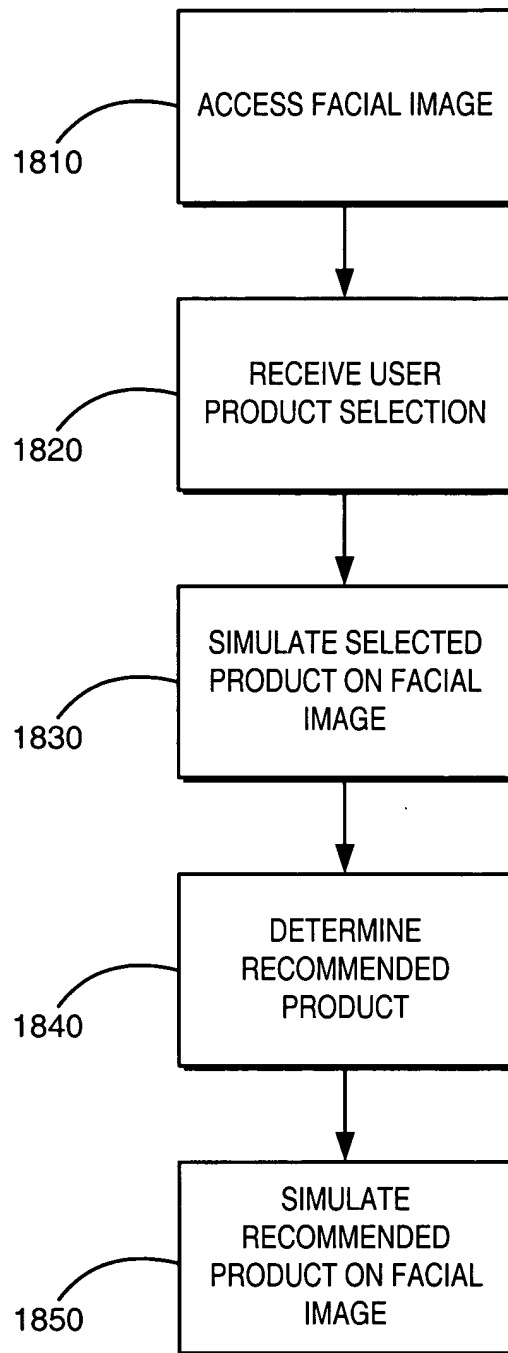
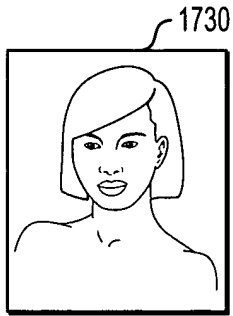
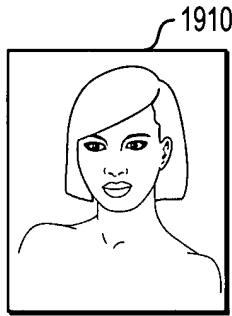


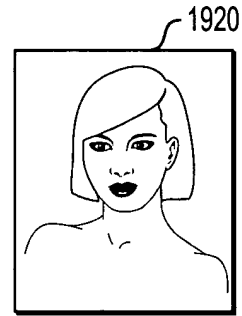
FIG. 18



INITIAL FACIAL
IMAGE



SIMULATED IMAGE



SIMULATED IMAGE

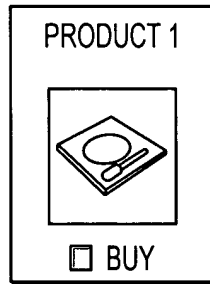


FIG. 19

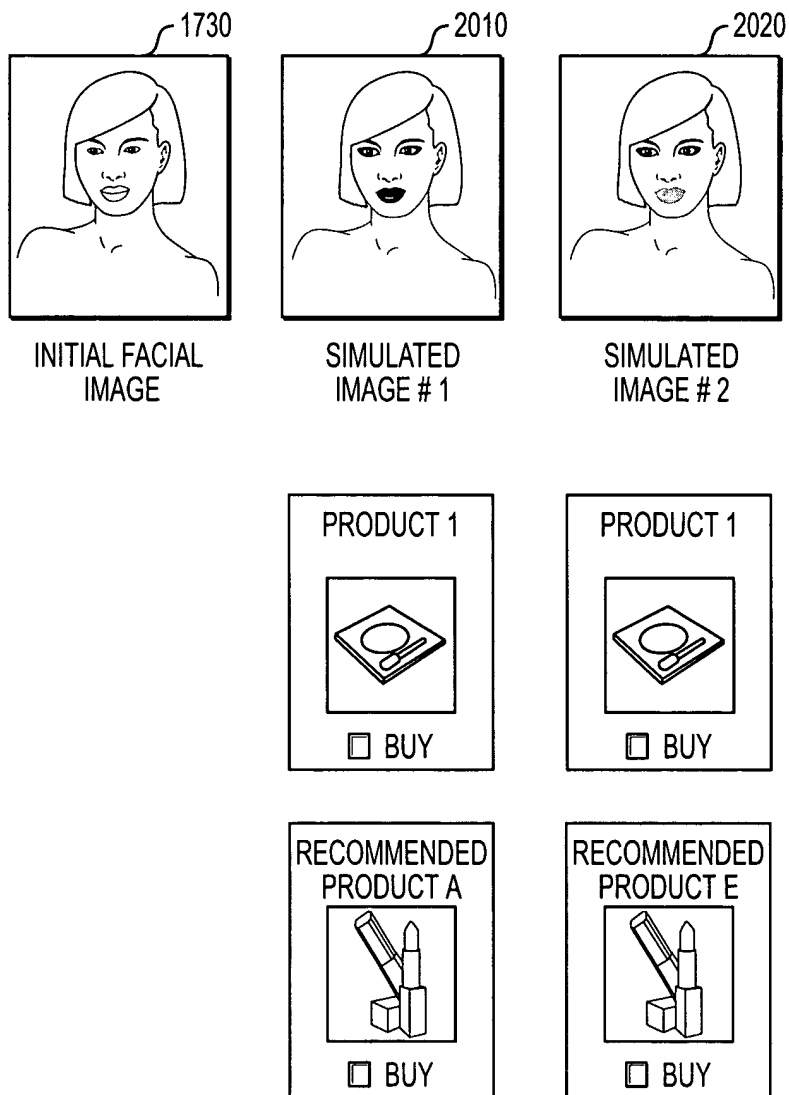


FIG. 20

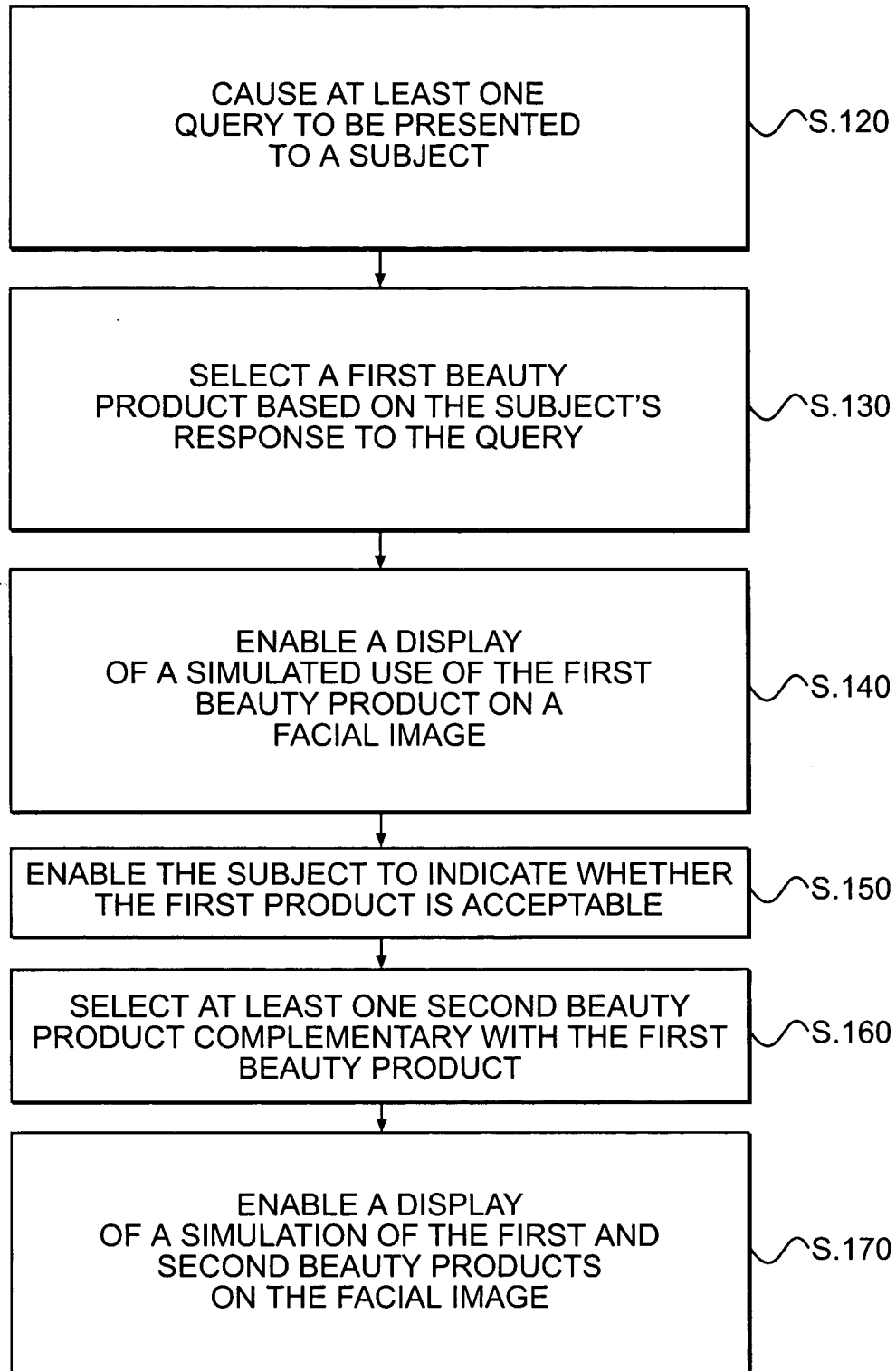


Figure 21A

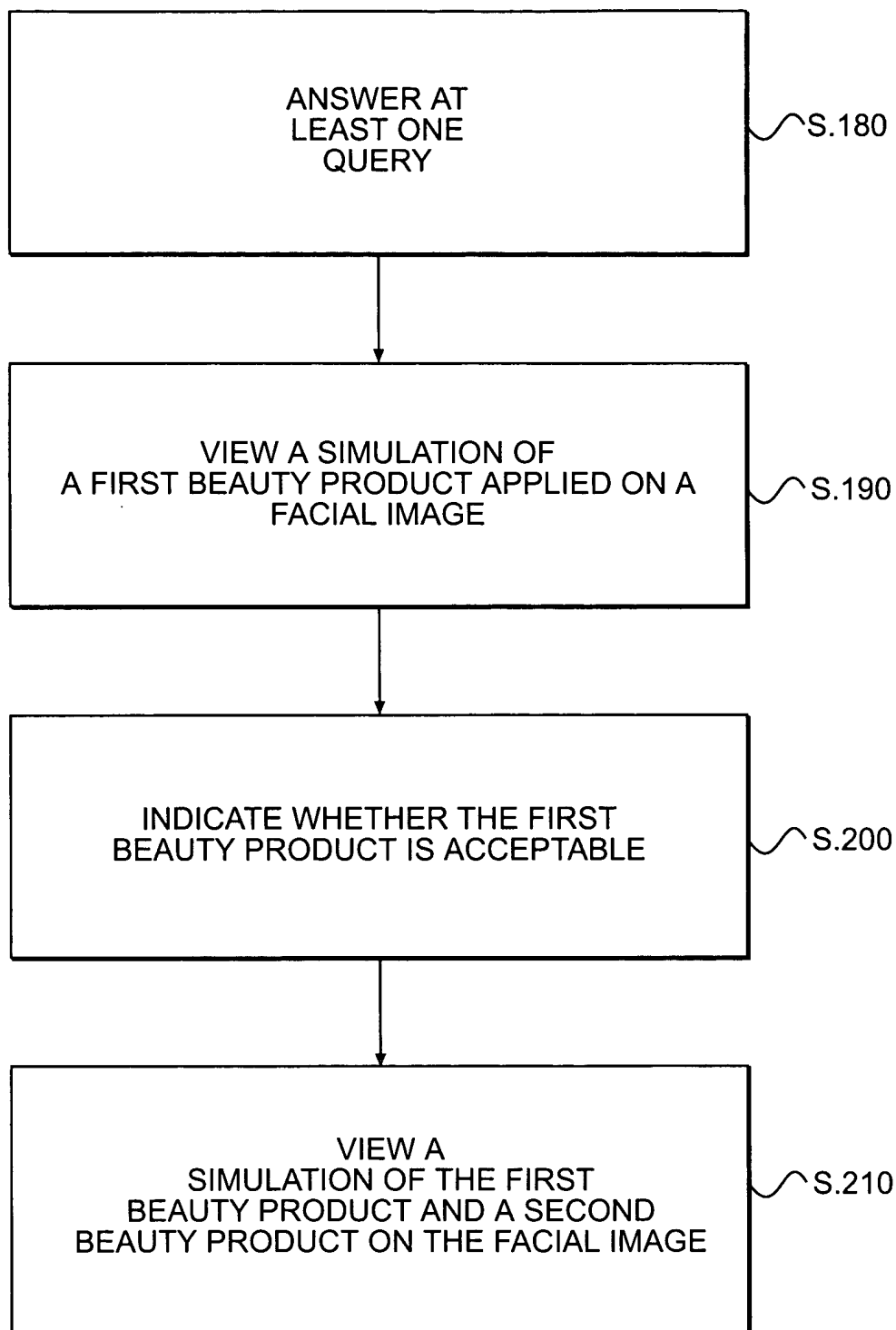


Figure 21B

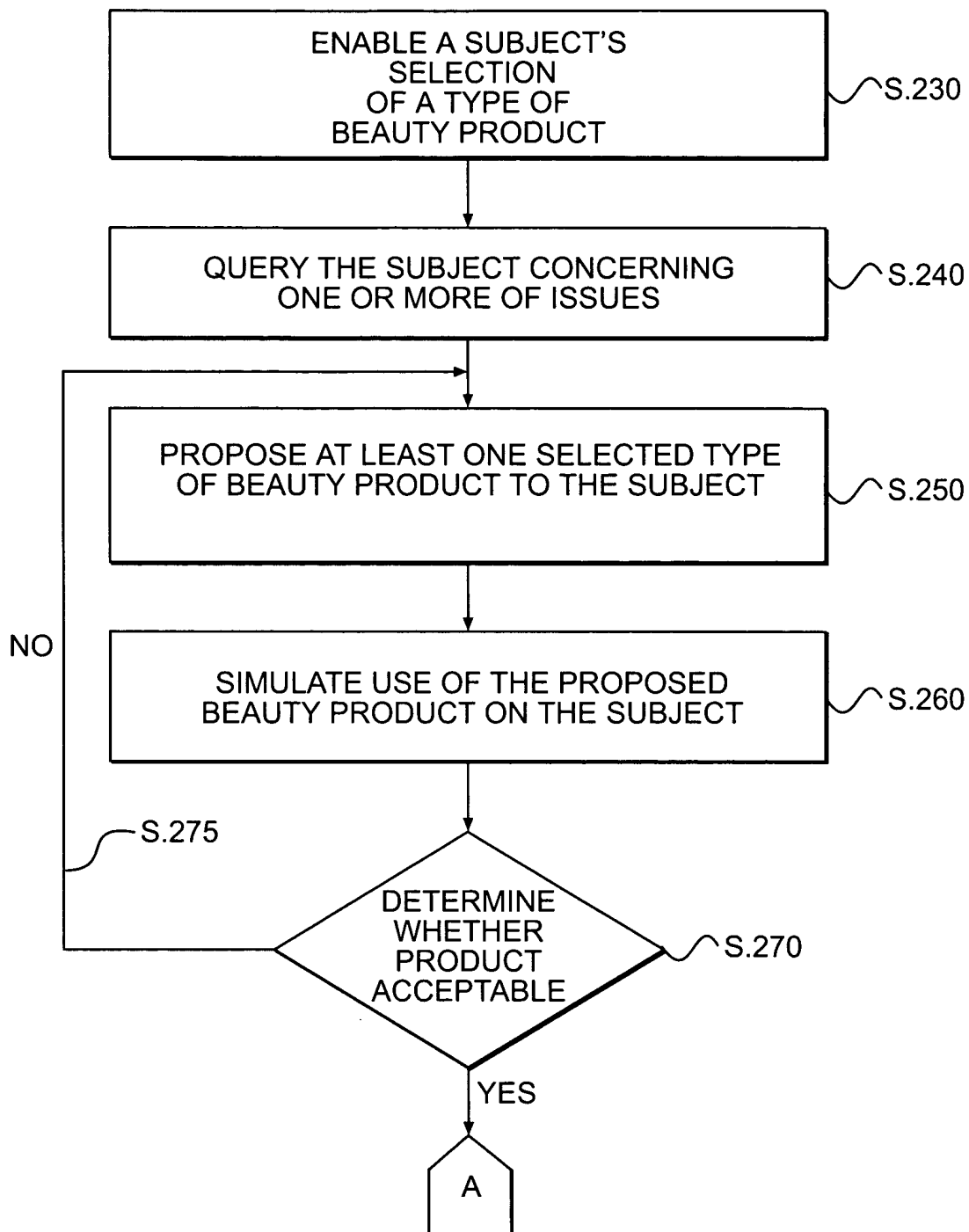


Figure 21C

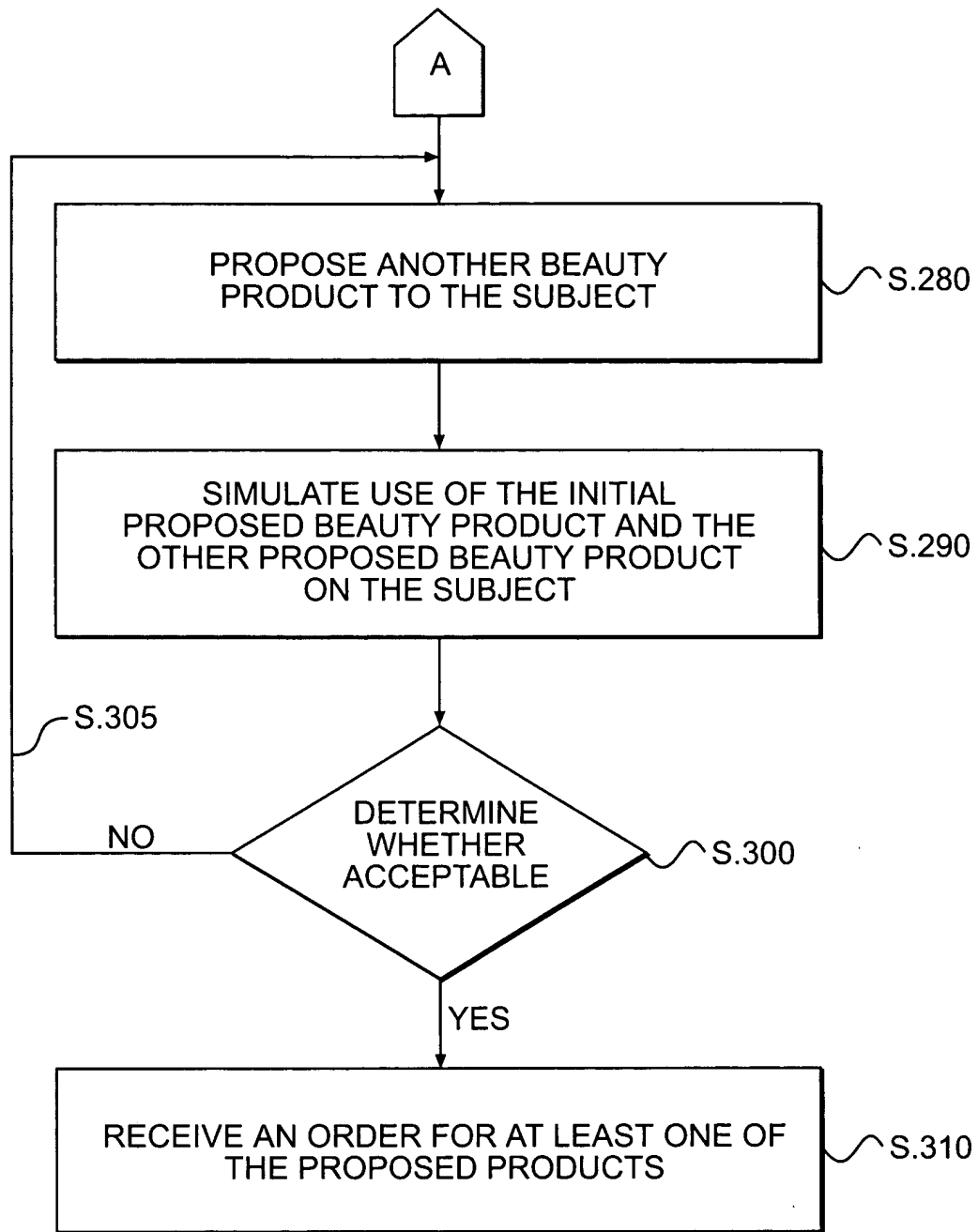
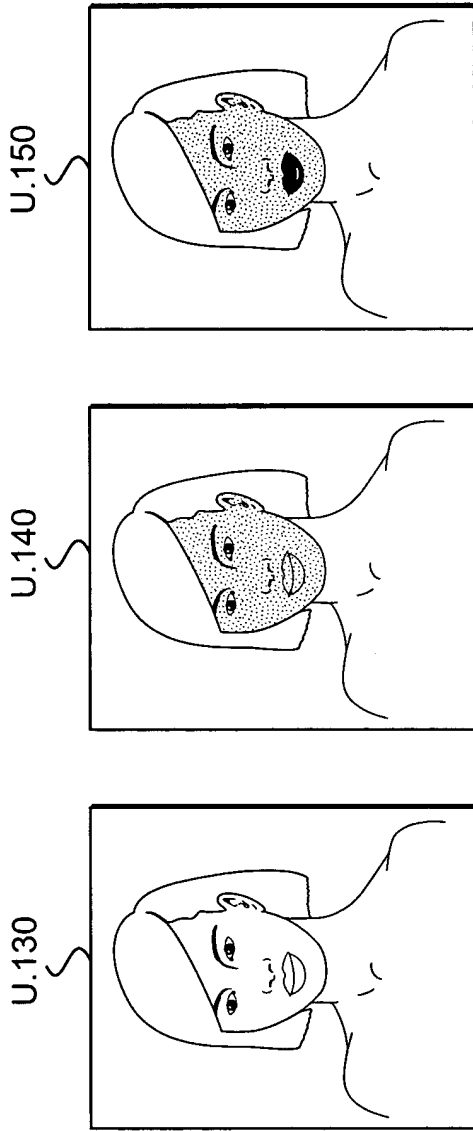


Figure 21D

THIS DOCUMENT CONTAINS INFORMATION THAT IS UNCLASSIFIED



INITIAL IMAGE
SIMULATION OF A FIRST BEAUTY PRODUCT ON THE IMAGE
SIMULATION OF FIRST AND SECOND BEAUTY PRODUCTS ON THE IMAGE

U.160
QUERY: IS YOUR SKIN OILY? _____

U.170
SIMULATION OF THE FIRST BEAUTY PRODUCT ACCEPTABLE? ☒ YES ☐ NO

Figure 22